

# DALLAS

OFFICIAL PUBLICATION *of the* DALLAS CHAMBER *of* COMMERCE



*Sketched by Cahoon*

The Circulation  
of  
The Dallas News  
has increased  
**46%**  
in the last five years  
and more than  
**7%**  
during the last year

The great bulk of these gains have been made  
within the area served by the Dallas retail stores



## Our 7th Anniversary

To our many friends and customers, we wish to extend to you our thanks, for your consideration and patronage during the past seven years.

Since this store's beginning we have endeavored to properly serve our many customers (which include most of the leading firms and offices of Dallas) with Good Office Furniture, Good Values and Good Service.

And it is our desire to continue to serve you and your friends with your requirements as needed.

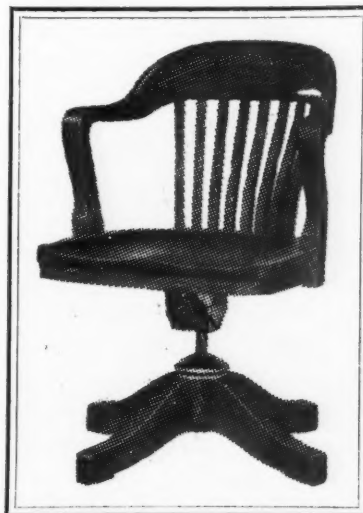
### Buy Here --- Save Money

# ASKEW

## Office Furniture Exchange

310 North Akard Street  
DALLAS

7-1220



# FIRST Cost is Last... *with these imperishable files*

*Efficiently designed,  
staunchly built, they speed up  
filing and save time*

**FORGET** depreciation . . . replacement costs . . . when you buy an Art Metal file.

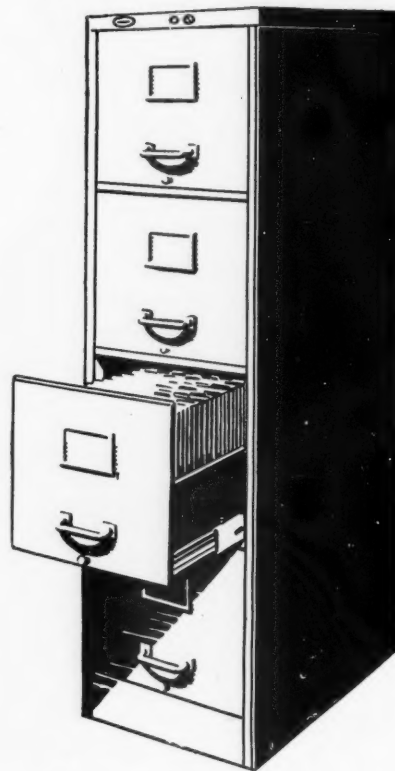
Electrically welded and bolted steel files can't wear out. They promise long years of sturdy, smooth-running service . . . without any exceptions or reservations.

*Drawers always slide easily . . .  
because of ball-bearing roller  
suspensions.*

In a factory test of this ball bearing roller suspension principle, 75 pounds was loaded into one drawer.

That drawer was opened and closed 300,000 times . . . yet neither bearings nor slides showed any appreciable wear.

Think of how many years of wear in your business are guaranteed by that test.



*Talk over your filing problems with us.*

**WHENEVER** new filing problems arise in your business, please feel free to come in and talk them over with us. Perhaps we can give you some new thoughts about filing systems, and show you from experiences of other companies, how Art Metal files can save you actual dollars and cents.

## CLARKE & COURTS

Manufacturing Stationers—Complete Office Outfitters

1506-08 Young Street  
DALLAS

*Free Parking Space in Rear of Building*



## Put Your Ideas Into Action *While They Are Hot*

**M**OST men have enough ideas in business to get along. The trouble is that so few put them into action. ¶ A good idea suggests itself. There are dozens of unfinished letters on the desk and so many people to see both in the office or on the outside.

The idea lays dormant in the mind for a week—a month, and then passes out entirely, a victim of cruel neglect.

The next time you have a good advertising or sales idea, or a plan for better systematizing the records of the office, phone 2-8043.

Boyd's will have a man over in a very few minutes. An instruction or two, delivered on the run, if necessary, will give enough information to shape up your ideas and submit them for your approval.

With very little effort on your part and in a surprising short time the idea will have developed into a finished thing and will be doing service for the business.



### BOYD PRINTING COMPANY

1323-25 WOOD STREET — PHONES: 2-8043; 2-8044

DALLAS, TEXAS



This illustration is typical of the sketches which we submit to fit the requirements of our customers.

## SOUTHWESTERN BELL SELECTS Doten-Dunton for President's Office

THE Southwestern Bell Telephone Company demanded the best for the office of the President in their new Dallas building. It was but natural that they should select a DOTEN-DUNTON Matched Suite. They chose the Modified Louis XIV from a wide variety of styles and period designs, we have to meet the exacting requirements of outstanding executives. Furniture like this is constantly being selected by progressive business organizations of every size, as best fitted to express the substantial character of the company it serves.

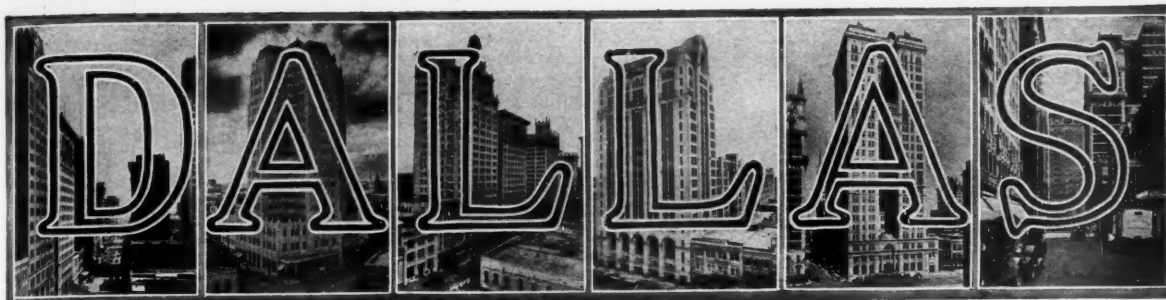
*Desk Headquarters*

# STEWART OFFICE SUPPLY CO.

1810 MAIN STREET

DALLAS, TEXAS

**COMMERCIAL STATIONERS**



OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

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Volume 8

February, 1929

No. 2

# A Brilliant Future for Dallas

*Southwestern Bell Telephone Company's New Building Is Evidence of Faith in the Southwestern Metropolis*

*By E. D. NIMS, President  
Southwestern Bell Telephone Company*

THE time has come when Dallas should consider not only the interest of Dallas, but Texas as a whole and possibly sections of Oklahoma and Arkansas. Being the metropolis of this section, it has grown large enough so that anything that helps any part of this territory will help you.

We sincerely hope the people of Dallas will look upon this building not only as a Dallas building, but as a state of Texas building, for that is what it really is. It not only houses our Dallas forces, but the greater part is for state headquarters.

The Southwestern Bell Telephone company covers the vast Southwest, operating in Missouri, Kansas, Arkansas, Oklahoma and Texas. Its responsibility to provide adequate telephone service for its territory compels constant advance consideration of the course the development of each locality will take over long periods of time. In some cases it is necessary to look twenty-five to fifty years into the future. Nowhere in the United States at this time is there in progress a development which matches that under way throughout the great Southwest, but even against such a background, the remarkable growth of the state of Texas in recent years has attracted nation-wide attention.

Such growth has created problems for the telephone company that can only be solved by a study of the underlying conditions that have caused this growth. With this purpose in view the Southwestern Bell Telephone company recently made an economic survey of Texas. Although the primary

purpose of this survey is to assist in telephone management, we sincerely hope that, because of its general scope, it will be of material benefit to other industries, to future studies of a similar nature, and to the state of Texas in general.

In this connection I recently learned that the United States government, through the department of commerce, will this year begin an economic survey of what they term the Central Southwest, which includes Texas.

In your great state, amazingly rapid changes and developments have been under way. The population of Texas has increased from 2,235,000 in 1890 to 5,527,000 in 1928, or over 100 per cent. In 1890 there were no cities of over 40,000 population. Today three great cities have passed 250,000, one 150,000 and another the 100,000 mark. During this time great basic industries, such as agriculture, mining and manufacturing, have developed, utilizing the natural richness of the state. Texas has indeed taken an important place in the economic and commercial life of our nation; it is developing as a manufacturer, it is a great market for manufacturing and wholesaling businesses, and it assumes an important place in the domestic and foreign commerce of the United States.

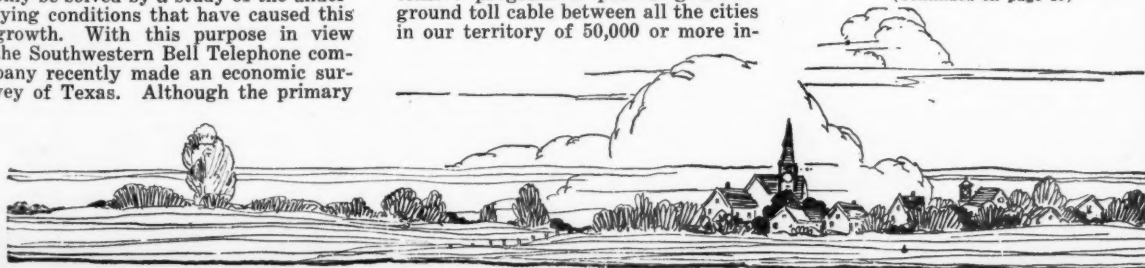
The facts as to the future growth of this territory brought out by our survey prompted us to start an extensive program of providing underground toll cable between all the cities in our territory of 50,000 or more in-

habitants. You will get some idea of the magnitude of this undertaking when I tell you that the cost of providing this underground cable between these cities will be about the same as it would cost to connect them by railroad. Our five-year program for this work alone will be between forty-five and fifty million dollars and is in addition to our regularly yearly provisional estimate for extensions and improvements, which during the last three years have exceeded an average of over \$35,000,000 annually.

Texas possesses an abundance of raw materials and fuels. Fuel for power is practically unlimited in Texas. Besides the oil and gas there are the nearly inexhaustible deposits of lignite. The new process of burning pulverized lignite will be an important aid in the development of manufacturing.

Many manufacturing concerns however, locate largely because of nearby markets. In Texas the farming, manufacturing and extractive industries and the population itself all constitute a growing market for equipment, foods and services of many kinds. In Dallas we see furniture, paints, food-stuffs, cotton gins, cottonseed oil machinery, cotton cloth, boilers and tank and other products manufactured for the Texas market. Foundries have located in several places primarily to serve the oil industry, which requires

(Continued on page 19)





Here are some of the publications used by Industrial Dallas during 1928 to spread the gospel of a greater industrial Dallas.

**Drug Trade News**  
NEW YORK, OCTOBER 4, 1928

**TIME**  
The Weekly Newsmagazine  
NATIONAL AFFAIRS

**COTTON**  
Vol. 92  
October, 1928

**Manufacturers Record**  
EXPONENT OF AMERICA  
Devoted to the Upholding of the Nation Through the Development of the South and Southwest as the Nation's Greatest Material Asset  
BALTIMORE, OCTOBER 15, 1928

**THE SATURDAY EVENING POST**  
Founded by Benjamin Franklin

**Canning Age**  
Technical Journal of the Canning, Preserving and Allied Industries  
Direct interest to the canning, preserving and allied industries  
Direct interest to the canning, preserving and allied industries  
Direct interest to the canning, preserving and allied industries

**THE LITERARY DIGEST**  
Vol. XXIV, No. 2  
New York, October 13, 1928

**NATION'S BUSINESS**  
PUBLISHED WEEKLY

**American Wool and Cotton Reporter**  
Aim—To assist in the development of the entire textile industry  
The recognized organ of the great textile manufacturing industries of America

**Textile World**  
PUBLISHED WEEKLY

**CHEMICAL ENGINEERING**  
PUBLISHED WEEKLY

**Glass Industry**  
PUBLISHED WEEKLY

**COMMERCE and FINANCE**  
PUBLISHED WEEKLY

**Sales Management**  
AND ADVERTISING WEEKLY

**FARM IMPLEMENT NEWS**  
PUBLISHED WEEKLY

**DISTRIBUTION WAREHOUSING**  
The Business Paper of the Warehouseman

**HIDE and LEATHER**  
The International Shoe and Leather Weekly  
OCTOBER 6, 1928

**The Traffic World**  
THE TRAFFIC SERVICE CORPORATION, CHICAGO, ILL.  
OCTOBER 5, 1928

**FURNITURE MANUFACTURER**  
PUBLISHED WEEKLY

**Standard Remedies**  
PUBLISHED WEEKLY

**Soap Gazette and Perfumer**  
PUBLISHED WEEKLY

**THE MAGAZINE OF BUSINESS**  
PUBLISHED WEEKLY

**Women's Wear Daily**  
PUBLISHED DAILY

**Daily News Record**  
PUBLISHED DAILY

**FACTORY and INDUSTRIAL MANAGEMENT**  
PUBLISHED WEEKLY

**FORBES**  
PUBLISHED WEEKLY

**CERAMIC INDUSTRY**  
PUBLISHED WEEKLY

**BARRON'S**  
PUBLISHED WEEKLY

**Shoe and Leather Reporter**  
PUBLISHED WEEKLY

**THE WOOD WORKER**  
PUBLISHED WEEKLY



# Does It Pay to Advertise?

*It Does, According to the Following Story, Written for "Dallas"*

By ALFONSO JOHNSON,

*Mgr. Personnel and Educational Depts., Titcher-Goettinger Company*

**I**LL tell the world." That is not only a choice phrase in the American "slanguage" but it is the keynote of American business. I'll tell the world it is.

But telling the world is one thing and telling the world so that the world responds to a degree that makes it profitable for you is another thing. Also, according to the latest statistics, this world is a fairly large place and quite often we are covering too much territory when we start telling all the world about our product or our service. Perhaps if the entire world responded we could not deliver.

It must be a "grand and glorious feelin'" to have a company that is known around the world and to have a product that is a household friend from Greenland's icy mountain to India's coral strand but that's too ambitious for the average Texas manufacturer or merchant. If we have only enough seed to sow a sixty-foot lot, it is good business to confine our efforts to that lot rather than try to cover a ten-acre plot. After we have raised a successful crop on our lot we may have enough seed for the ten-acre plot.

If you have read this far and still wonder what I am talking about, your persistency deserves reward. In telling the world about what we have to sell let's try to tell that part of the world that is in position, geographically and financially, to buy. Let's tell Our world and not the entire world and let's tell our story in a language Our world understands and to which it will respond.

First, of course, we must know what Our world includes, and what it can be made to include. The principal objection to telling the entire world is that the expense is too great—we pass the line of diminishing returns and we pass it going at a speed that carries us to financial ruin before the brakes take hold; the brakes hit us first.

The old theory that if a man can build a better mouse trap than anyone else the world will beat a path to his door even though he lives in the wilderness may have been true when it was first propounded but it is not true today. You can build the best mouse-trap in the world, you can build the best automobile, you can have the best merchandise, but if you don't tell the world what, why, when, where and how much, you will never dispose of your stock. The more you tell the more you sell if your messages and

your media are efficient and your merchandise is right.

Some of us have been thoroughly sold on the merits and the possibilities of advertising for many years, most of us have been sold for a short time anyway but now comes a statement from one of the world's most conservative men; indeed the entire world must be convinced of the possibilities of advertising. President Coolidge, hunker-de-luxe, recently said, "advertising is the life of trade." That makes it unanimous.

Sure, advertising pays and great fortunes have been built through advertising. Also, money has been lost in advertising but "there's a reason." Perhaps the money was not lost, it was merely thrown away.

Advertising is a profession and not a game; the advertising man who is a credit to his profession must know merchandising and must know how to survey his product and his market as well as know type faces and good

color combinations. Speed the day when it will be impossible for any man, regardless of his lack of knowledge of advertising and merchandising, to rent an office and a typewriter and pose as an advertising counselor. If we are physically ill we talk to our doctor, if we are financially ill we consult our banker unless he talks to us first. If we are in need of legal advice we call in a lawyer; why call in a plumber, a preacher or a painter when we need advertising service?

Advertising has to pay and only a qualified man can make it pay. I admit there are wastes in advertising but may I remind you that there are also wastes in production, distribution and personal selling. The properly qualified man or agency can reduce the waste to the minimum.

What is the best advertising medium? There's only one answer—any advertising is good that brings results. Advertising is no longer guesswork if a serious effort is made to learn the truth.

Many Texas firms are still making donations to this and that cause and charging it against their advertising budgets. We all have worthy causes to which we wish to contribute but why not call such expenditures donations and admit that we are giving the money. Most of the so-called advertising schemes are 99% schemes and 1% advertising and no scheme is sufficiently effective to justify us in

paying one dollar to get one cent of advertising value. When we learn to spend the advertising dollar for advertising only we will get better returns.

The Better Business Bureau was organized to protect our advertising dollar. It is doing a great work efficiently and every advertiser can save money if he will always consult the Bureau when in doubt about advertising propositions.

An outstanding example of effective advertising in the Southwest has been effective because the guesswork was eliminated before the advertising money was spent. A very definite goal was set and there was a reason for every step.

A soft drink that had been on the market for thirty-five years and that at one time had a distribution in twenty-six states suffered reverses until the sales had become quite small although still profitable. The drink had merit, it had great possibilities and the stage was set for a "come-back". Other drinks had built tremendous business while the Texas drink had slowed down. One-half of Texas was chosen for the battleground; the company had enough seed to sow that much.

The battle for business started in May, 1927. A slogan that is now known all over Texas was adopted; personal selling and advertising were co-ordinated; distribution was efficiently arranged; the dealers' helps helped the dealers. The only job was to sell more and everybody had to shape his work to that end; co-operation was the password and those who could not co-operate passed out.

The result in 1927: a gain in syrup sales of 184% over those of 1926. One company-owned plant gained 246% in the sale of bottled goods.

The proposed advertising formula and program had proved effective. In 1928 the territory was enlarged to include practically all of Texas and the same principles were applied. In spite of the wonderful gains in 1927, the business continued to grow in 1928 and the total increase in syrup sales last year was 435% over 1926.

Sure it is a good drink; it was good in 1926, too. The company knew its product, surveyed its field and then began telling its world, Texas, and the way Texas responded is merely another tribute to the power of advertising when properly done.

I'll tell the world advertising pays.



# PRODUCTS of the SOUTHWEST

Southwestern farm products continued to increase in importance, according to a recent report compiled by The Farm and Ranch. The report is as follows:

The Farm Value of the crops produced in the Southwest, (Texas, Oklahoma, Arkansas, Louisiana and New Mexico) in 1928, according to the Crop Reporting Board, Department of Agriculture, was \$1,485,426,000.

The Southwest produced 16.3 per cent of the total crop value of the Nation.

Texas produced 8.6 per cent of the total value of all crops produced in the United States in 1928.

## Slight Decrease in Nation

United States, 1927.....	\$9,163,470,000
United States, 1928.....	9,093,217,000
Decrease .....	\$ 75,253,000

## Increase in Farm and Ranch Southwest

State	1928 Farm Val. of Crops	1927 Farm Val. of Crops	Increase
Texas ..	\$ 782,924,000	\$ 737,535,000	\$45,389,000
Oklahoma	303,382,000	280,172,000	23,210,000
Arkansas	203,525,000	197,143,000	6,382,000
Louisiana	161,572,000	150,020,000	11,552,000
New Mex...	34,023,000	29,475,000	4,548,000
Total .....	\$1,485,426,000	\$1,394,345,000	\$91,081,000

## Texas Maintains Large Lead

Lone Star State exceeds Iowa, Second State in Rank, by \$237,585,000, or 43.5 per cent.

## The Four Leading States

	Crop Values for 1928
Texas .....	\$782,924,000
Iowa .....	545,339,000
California .....	528,159,000
Illinois .....	470,124,000

## Billion Dollar Agricultural State

Livestock and livestock products enter largely into making up the farm income. The Crop Statistical Board of the Department of Agriculture makes the following statement concerning the livestock phase of farm business.

"The production and sale of crops represent less than one-half of the total income from agriculture, as the greater part is usually derived from sales of livestock and livestock products, prices of which have been higher in 1928 than in 1927."

The States of the Southwest are heavy producers of cotton, but are

also large producers of livestock and feedstuffs. Inasmuch as much of the feedstuffs produced is fed to the livestock, there would be a duplication were the statistician to compute the value of farm income without taking that duplication into consideration. There are no exact figures covering this duplication, but a conservative estimate is given for Texas and for Farm and Ranch Southwest as follows:

## Livestock and Livestock Products

Texas .....	\$450,000,000
Farm and Ranch Southwest .....	925,000,000
<b>Farm Income Including Livestock</b>	
Texas .....	\$1,237,924,000
The Southwest .....	2,410,426,000

## Crop Statistics for 1928 in Detail

It is interesting to note the variety of crops produced on a commercial basis in Texas and in other States of the Southwest. We have listed 21 field and orchard crops of importance and 13 small fruit and truck crops which bring to producers many millions of dollars per annum. Lists of major field crops are also given for other States in the Southwest.

## Texas Crops—1928

Crop—	Production	Farm value
Cotton .....	5,150,000 bales	\$450,625,000
Cottonseed .....	2,292,000 tons	80,220,000
Corn .....	99,162,000 bushels	77,346,000
Wheat .....	22,176,000 bushels	24,394,000
Oats .....	35,751,000 bushels	18,233,000
Barley .....	3,276,000 bushels	2,391,000
Grain sorghum .....	69,000,000 bushels	41,400,000
Rice .....	7,308,000 bushels	6,431,000
Tame hay .....	733,000 tons	9,676,000
Wild hay .....	208,000 tons	2,205,000
Broomcorn .....	1,600 tons	171,000
Potatoes .....	2,691,000 bushels	2,691,000
Sweet Potatoes .....	8,284,000 bushels	8,284,000
Peanuts .....	109,200,000 pounds	5,460,000
Cowpeas .....	1,782,000 bushels	3,386,000
Pecans .....	17,000,000 pounds	2,040,000
Sorghum syrup .....	2,656,000 gallons	2,125,000
Sugar cane syrup .....	1,760,000 gallons	1,936,000
Peaches .....	1,612,000 bushels	2,096,000
Pears .....	390,000 bushels	485,000
Grapes .....	1,440 tons	90,000
Oranges .....	70,000 boxes	140,000
Grapefruit .....	750,000 boxes	1,500,000

## Melons, Truck and Small Fruits 1928

Crop—	Production	Farm value
Snap beans .....	573,000 bushels	\$ 832,000
Cabbage .....	91,900 tons	1,760,000
Cantaloupes .....	212,000 crates	124,000
Carrots .....	748,000 bushels	359,000
Eggplant .....	90,000 bushels	53,000
Cucumbers .....	344,000 bushels	581,000
Lettuce .....	100,000 crates	102,000
Green peppers .....	144,000 bushels	118,000
Onions .....	3,673,000 bushels	3,851,000
Spinach .....	5,000,000 bushels	2,250,000
Strawberries .....	2,830,000 quarts	566,000
Tomatoes .....	1,874,000 bushels	3,748,000
Watermelons .....	7,562 cars	1,407,000

## Oklahoma Crops—1928

Crop—	Production	Farm value
Cotton .....	1,150,000 bales	\$101,480,000
Cottonseed .....	525,000 tons	17,850,000
Corn .....	70,150,000 bushels	47,702,000

Wheat .....	59,576,000 bushels	59,576,000
Barley .....	506,000 bushels	329,000
Oats .....	23,140,000 bushels	10,376,000
Soy beans .....	151,000 bushels	355,000
Cowpeas .....	637,000 bushels	1,433,000
Grain sorghum .....	30,762,000 bushels	23,655,000
Pecans .....	4,290,000 pounds	586,000
Tame hay .....	841,000 tons	10,681,000
Wild hay .....	492,000 tons	3,346,000
Broomcorn .....	20,000 tons	2,220,000
Potatoes .....	5,040,000 bushels	3,780,000
Sweet potatoes .....	1,780,000 bushels	1,691,000
Apples .....	350,000 bushels	472,000
Peanuts .....	45,000,000 pounds	2,430,000
Peaches .....	480,000 bushels	624,000
Grapes .....	2,100 tons	139,000
Sorghum syrup .....	1,050,000 gallons	892,000

## Arkansas Crops—1928

Crop—	Production	Farm value
Cotton .....	1,215,000 bales	\$110,565,000
Cottonseed .....	541,000 tons	20,238,000
Corn .....	33,033,000 bushels	30,060,000
Oats .....	3,410,000 bushels	2,012,000
Rice .....	7,708,000 bushels	6,629,000
Soy beans .....	510,000 bushels	1,224,000
Cowpeas .....	861,000 bushels	1,679,000
Pecans .....	1,695,000 pounds	288,000
Hay .....	794,000 tons	10,934,000
Potatoes .....	2,700,000 bushels	2,160,000
Sweet potatoes .....	2,520,000 bushels	2,265,000
Peanuts .....	20,880,000 pounds	1,356,000
Apples .....	2,200,000 bushels	2,640,000
Peaches .....	3,000,000 bushels	3,600,000
Grapes .....	17,000 tons	969,000
Sorghum syrup .....	2,800,000 gallons	2,520,000
Strawberries .....	21,773,000 quarts	2,177,000

## Louisiana Crops—1928

Crop—	Production	Farm value
Cotton .....	685,000 bales	\$61,308,000
Cottonseed .....	304,000 tons	9,880,000
Corn .....	21,114,000 bushels	19,847,000
Oats .....	1,075,000 bushels	701,000
Rice .....	15,392,000 bushels	16,553,000
Soy beans .....	432,000 bushels	1,058,000
Cowpeas .....	538,000 bushels	1,237,000
Pecans .....	1,650,000 pounds	248,000
Hay .....	449,000 tons	6,354,000
Tobacco .....	405,000 pounds	181,000
Potatoes .....	2,870,000 bushels	2,870,000
Sweet potatoes .....	6,660,000 bushels	5,661,000
Peanuts .....	3,100,000 pounds	535,000
Sugar cane syrup .....	8,061,000 gallons	4,434,000

## New Mexico Crops—1928

Crop—	Production	Farm value
Cotton .....	70,000 bales	\$6,825,000
Cottonseed .....	21,000 tons	992,000
Wheat .....	2,054,000 bushels	2,201,000
Oats .....	720,000 bushels	432,000
Grain sorghum .....	3,384,000 bushels	2,850,000
Hay .....	437,000 tons	7,263,000
Broomcorn .....	3,600 tons	324,000
Apples .....	675,000 bushels	844,000

## General Conditions Show Improvement

The winter thus far has been mild with many days of sunshine which has enabled farmers to keep well ahead with their work. Rains have been sufficiently numerous in most sections, and of such a character, that a good season is in the ground. An increase in acreage for small grains and feedstuffs is indicated.

Interest in livestock farming and dairying was never so pronounced in

(Continued on page 21)



# All Rotarian Roads Lead to Dallas

*For a Year the Local Club Has Been Getting Ready for*

*Great Convention*

By JULIAN CAPERS, JR.

THE most cosmopolitan gathering of business men that has ever convened in the South, will assemble in Dallas when the 20th Annual Convention of Rotary International, meets here May 27-31. Delegates from more than 3,000 cities and 50 foreign countries have indicated that they will attend the session, according to Lester Dawley, of the Dallas Rotary Club, who is a member of the Host Club Executive Committee. The Executive Committee, early in January began its task of laying plans to entertain a vast assemblage of more than 10,000 delegates who are expected to attend. The 230 members of the Dallas Rotary Club are virtually all actively engaged in the Convention's preparatory work, serving on a score or more of committees.

The Rotary Convention will, of course, be the largest Convention held in Dallas in 1929, and probably the largest held here in many years from a viewpoint of numbers in attendance, and because of the international complexion of the delegation many consider that it will be the most important gathering of business men ever held in this city. The annual meetings of Rotary have, within recent years, grown to first rank in size of the world's international gatherings.

A typically large delegation of Japanese Rotarians, which advance notices say will be larger than any Japanese delegation attending a previous Rotary Convention, will be headed by Kisoji Fukushima, a former resident of Dallas and a former member of the Dallas Rotary Club, who introduced the Rotary movement in his native country eight years ago, when he was transferred back to Japan to become identified with the Mitsui Bank of Tokio.

The European delegation will come

in a body, having chartered the steamship Mauretania, one of the largest trans-Atlantic liners, which will sail from Southampton May 11th. This special shipload of Rotarians will travel from New York to Dallas, through the South imbibing gradually the atmosphere of Southern hospitality which is expected to reach its climax here with its welcome on May 26th.

International Rotary has taken on tremendous significance during the past few years as efforts have been made throughout Europe and America to consolidate the sentiment for international amity among nations and as a movement to abolish war as a method of settling international disputes has gathered headway.

One of the aims outlined in the creed of the Rotarians is the promotion of international good will and since leading authorities on the relations between the nations are universally agreed that a lack of common understanding among business men and people not identified with official life in the various countries has been one of the most prolific causes of wars in the past, the assembling of leading business men in every line of economic endeavor from all nations, is generally recognized as a strong deterrent towards the causes which bring on the outbreak of wars.

In addition to this semi-political aspect of the Convention, the Rotary gathering will furnish an unrivalled opportunity for the exchange of economic and industrial views as relates to the various active lines of business extant today.

One of the features of the Dallas Convention will be a series of group gatherings in which men engaged in more than 100 separate lines of business will have an opportunity to meet

with those from other states and other nations engaged in the same line, and there to discuss the common problems with their fellow-craftsmen.

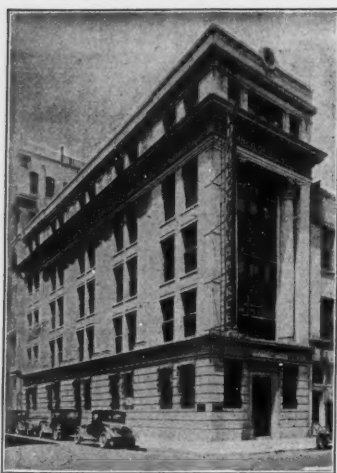
Another interesting feature which has been planned, is a Carnival of Nations, to be staged on the opening evening of the Convention, when representatives from other countries will appear in their native costumes.

Of tremendous interest to the citizens of Dallas, who are always interested in the promotion of better trade relations with the rapidly developing Latin-America countries, is the information from International Rotary headquarters that one of the largest delegations from Latin countries to the United States will attend the Dallas Convention. Business and professional leaders of Central and South America will be included in this delegation.

Details of the entertainment features which will be provided by the Dallas Rotary Club and the entire citizenship of Dallas for the Convention visitors, will be announced by the Host Club Committee as they are worked out.

"More than a year of preparation is in progress to make the Rotary Convention one of the outstanding events of the year in Dallas, and a memorable occasion in its history", said Mr. Dawley. "These meetings have grown to become the greatest international gatherings in the world. They spread the name and the hospitality and the various aspects of the city into almost every community on the earth. Texas is the largest of the American commonwealths, so our Rotary visitors may expect their welcome, their entertainment and their convention activities to be handled in a large way, full measure, pressed down and running over".





## Dallas

Official Organ of the Chamber of Commerce, published monthly

E. C. WALLIS, EDITOR  
EARL Y. BATEMAN, BUSINESS MGR.

Vol. 8 February, 1929 No. 2

### DALLAS CHAMBER OF COMMERCE OFFICERS

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ADVERTISING RATES ON APPLICATION



# Editorials

## "PATENT APPLIED FOR"

In 1833 the head of the United States Patent Office filed his resignation with the President, giving as his reason for this action his belief that everything worth while had already been invented and that there was no future for the office he held. He was prevailed on to reconsider. At that time there were 18,000 patent records filed. In 1860 the number had climbed to 43,000 and by the end of 1900 there were recorded some 640,000. Present applications for patents are coming to the office at the rate of 90,000 a year. The records of the office show that 12,642 patents have been granted Dallas men since 1860. These include almost every known commodity from a flying machine to a thimble especially designed for men. Thus it is seen that Dallas is contributing her share of creative effort to the development of the nation.

## WANTED: MORE KNOWLEDGE

A member of the Chamber of Commerce visiting the offices the other day was amazed at the number of inquiries that come to the Chamber from school children for material that would help them in their study of geography and civics and the number that come from young men and women for various types of schools where an education along specialized lines can be obtained without a heavy expense. "It just goes to prove that there is a tremendous yearning for knowledge sweeping the nation," he reflected. "Three of the men in my office are attending night schools, not including the office boy who is a self-sustaining youngster attending the night sessions at the Technical High School. My stenographer is taking a correspondence course in short story writing. My sales manager is attending the Forum of the Dallas Advertising League. I seem the only one in the organization not making a serious effort to increase my store of knowledge—come to think of it I have just ordered a book on effective public speaking."

## BUILDING A GREATER MARKET

Another indication of the rapidly increasing importance of Dallas as a distribution center is seen in the lack of vacant signs in the wholesale sections of the city. The demand for display and storage space is rapidly increasing, but real estate men of the city are not going to permit a shortage of housing and several new structures are either under way or planned for the wholesale district. Visitors to the Dallas wholesale market find something new at each trip and the necessity of visits to northern and eastern centers is getting farther and farther behind us. Two of the largest buyers here during the Spring Market Season represented Houston firms—a tribute that cannot be ignored.

## AVIATION DEVELOPMENT

It is seldom that a day passes without the press recording some advance made in the aviation industry in Dallas. It may be a new passenger route established, a new air mail route planned, an airplane factory organized, or a new dealership established. With her two modern landing fields, ideal climatic conditions, and the momentum given the industry during the war there has been laid a firm base for aviation development here and far-seeing men are taking full advantage of the fact. Three airmail lines already serve Dallas giving her twenty-four hour service to the major portion of the nation and to Mexico.



# FIRE PROTECTION THAT PAYS THE PREFERRED RISK



## "It's the FIRST NEW IDEA in FIRE INSURANCE"

**PROFIT-SHARING!**... This company, insuring only preferred risks (those least likely to suffer fire loss), profits more than the average company. *And divides those profits with the policyholders!*

Yet there is no possibility of assessment, for Employers Casualty is an old line stock company.

Now here is a real idea... this receiving of Dividends on Fire Insurance... of collecting on a Fire Policy without a Fire! It means a lower net cost to eligible preferred risks, and Sound Protection withal.

Fire insurance isn't new, but this plan of Profit-Sharing is. Note too, that Employers Casualty serves its policyholders diligently through salaried representatives, not commission agents.

Employers Casualty Men are paid only for serving you well... for studying your needs... for insuring you correctly.

Employers Casualty service also extends to: Tornado, Hail, Plate Glass, Public Liability, Automobile and Compensation Insurance with the profit-sharing feature.

Remember these points of difference when the Employers Casualty Man comes to you.

# EMPLOYERS CASUALTY COMPANY

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## Junior C. of C. Plans Extension of Service

Outline Given Delegates at Mid-Winter Conference — Fight "Loan Sharks" Extension and enlargement of membership was the keynote of President Ernest A. Baetz's address to the annual mid-winter conference of the United States Junior Chamber of Commerce at Memphis.

Describing the growth of the organization since its formation in St. Louis a decade ago, Mr. Baetz stressed the establishments of new units throughout the country and increased membership in existing units.

The National President stated there were 65 active Junior Chambers in the United States and within the past year there have been nine formed in Great Britain and five in Canada. There is a demand in many of the larger communities for such a civic-minded organization as the Junior Chamber and it is in answer to this need that they are growing and extending the sphere of their influence.

### Four New Organizations

In this connection Executive Secretary Harry J. Krusz of San Antonio, also the home of President Baetz, announced that four new units had been accepted into the national body during the conference. They are located at Marianna, Ark., Mayville, Wis., and North Platte and Beatrice, Neb.

The widest interest of the delegates to the conference centered in the four major "planks" in the national program of the organization and these were thoroughly discussed. They are aviation development, reforestation, anti-loan shark campaign and get-out-the-vote.

Walton S. Clinton of Tulsa, Okla., national vice president, chairman of the internal contact division in charge of aviation activities, declared that Junior Chambers in 40 American cities had been largely responsible for the establishment of airports in their cities. His report, covering the continuation of the aviation campaign to include proper marking of ports and air lanes and the introduction of

ground school courses into curricula of high schools was enthusiastically adopted by the conference.

### Aids Better Business

That the Junior Chamber is vitally interested in better business conditions was revealed in the report of N. Baxter Maddox of Atlanta, on the anti-loan shark campaign, which has been successfully prosecuted in the larger industrial centres.

In Atlanta, the number of these modern usurers has been decreased from about 200 to only 30 and even the remainder have been reformed to some extent. The Junior Chamber has declared that there is no place in American business life for these sharks who prey on the small-salaried and working class of the public. Mr. Maddox explained that he was not discussing industrial loan institutions who conduct an ethical business for which there is a demand. His report was accompanied by legal opinions concerning the application of laws designed to eradicate the loan sharks from American communities.

Active co-operation from various sources in the reforestation campaign of the Junior Chamber was announced by John H. Armbruster, national vice president from St. Louis and charter member of the St. Louis organization. The necessity of replanting denuded areas and conservation of existing forests to preserve and protect watersheds was explained to the delegates.

### Wants Lower Taxes

It was related that Michigan is among the foremost states in this respect. There are more than 400,000 acres under state management, of which 15,000 acres are replanted every year, more than 55,000 acres having already been set out with young trees.

Concentrated effort by each Junior Chamber was advocated to have state legislatures reduce existing taxes on timber lands and thus avoid owners cutting down the forests in order to meet the taxes. It was also suggested that state supervision of timber operations would provide a system of reforestation for cut-over lands.

The results of the Get-Out-the-Vote campaign, sponsored by the United States Junior Chamber of Commerce during the 1928 election were declared highly successful and recommendations that the campaign continue as a local, state and national project were adopted.

## Industrial Development Committee

Under the supervision of Director J. Edward Jay, Jr., with N. A. Easter as chairman, the Industrial Development Committee have outlined a program whereby the general membership may have the opportunity to fa-

miliarize themselves, along with others, with the industrial activity of Dallas and the Southwest. The plans call for industrial leaders as speakers at the weekly luncheons of the Junior Chamber; the sending of literature and statistics to those interested; Industrial Tours about Dallas and vicinity, and direct cooperation with the Industrial Department of the Chamber of Commerce. Other committees that will assist in this particular phase of activity will be the Speakers' Bureau and Transportation Group.

## Cooperation

The Directors at their meeting January 31, instructed that the services of the organization be offered to the Kiwanis Club in its sponsoring of "Golden Rule Week" and to the Rotary Club in connection with Rotary International Convention which will be held in Dallas during the month of May.

For a number of years the Juniors have assigned certain of their members to serve on three important groups associated with the Chamber of Commerce and have taken steps to require detailed reports from members so assigned. The associations and assignments follow:

Dallas Retail Merchants Association: Laurin P. Marlow, E. G. Marlow Co.; B. G. Meetze, F. & W. Grand Store; Leslie S. Hauger, Hauger Clothing Store; Robert L. Akins, Dreyfuss & Son.

Dallas Manufacturers Association: Frank F. Weaver, Fred L. Lake & Co.; R. B. Shane, El-Food Corporation; Alan C. Johnston, Southern Supply Co.

Dallas Wholesale Merchants Association: H. C. Latimer, Schoellkopf Co.; Fred W. Lange, Dallas Power & Light Co.; Dewitt T. Furr, Dallas Power & Light Co.

### THINK IT OVER

"If your nose is close to the grindstone rough,  
And you hold it down there long enough,  
In time you'll say there's no such thing  
As brooks that babble and birds that sing;  
These three will all your world compose—  
Just you, the stone, and your darned old nose."

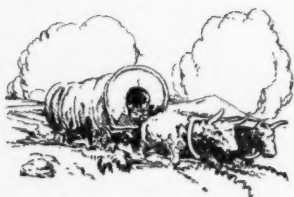
—Central (N. Y.) Retail Grocer.

### FORCE OF HABIT

"There must be a lot of golfers in this office building."  
"Why do you think so?"  
"When I called 'Four!' in the elevator this morning all the other passengers ducked."

# EIGHTY~THREE BANKS

*have been on our books for more  
than twenty-five years*



A recent review of our old bank ledgers discloses the fact that eighty-three of the now outstanding banks of Texas, Louisiana and Oklahoma have been continuously on our books for over a quarter of a century.

Eight of these banks opened accounts with us as far back as 1886 when Texas was barely ten years out of reconstruction and the real colonization of land was just beginning.

Fifteen of the number had established relations here by 1890 when Ross was Governor of the State and Texas was just entering its initial period of prosperity. That we should have merited the confidence of these banks and served them acceptably over so long a period of years is a circumstance of which we are justly proud.

Such a review drives home the fact that there is far more to business than just the ordinary routine. It signifies to our minds that the growth and progress of this institution is not to be reckoned in dollars and cents, but rather in ideals of service maintained and lasting friendships established.

Some two hundred and seventy-five banks have since joined the original eighty-three and today the American Exchange National Bank serves over three hundred and fifty correspondent banks in the Eleventh Federal Reserve District.





## News Events of the Month That Indicate



**CAPT. LESTER D. SEYMOUR**  
Gen. Mgr. National Air Transport, Inc.

Captain Lester D. Seymour, formerly Chief Engineer and Assistant General Manager of the National Air Transport, Inc., has been promoted to the position of General Manager, according to an announcement made by Earle H. Reynolds, President of N. A. T.

Captain Seymour entered the service of National Air Transport in the early part of 1926, shortly after its inception and prior to the beginning of actual operations. He first identified himself when he co-operated with the Department of Commerce, Aeronautics Branch, in the establishment and working out the principles of airway aids and navigation, particularly over the Chicago-Fort Worth-Dallas route when night flying equipment was installed there.

Captain Seymour is a graduate and holds a degree of Electrical Engineer from the University of Syracuse, Syracuse, N. Y. From the time of his graduation until he offered his services in the World War, he served as manager of one of the electrical companies in the East.

During the war he served in France as Aircraft Maintenance Officer of the 85th Aero Squadron, and after the signing of the Armistice, took a post graduate course in aeronautical engineering at the Ecole Supérieure d'Aeronautique in Paris.

He returned to the United States in 1919 resigning his commission to become Consulting Engineer in the office of the Chief of the Army Air Service.

Col. Paul Henderson, who was General Manager until Captain Seymour's promotion, still remains as active Vice President of the company.

### March Conventions

Three conventions alone, secured for Dallas since the first of the year, will leave more than \$500,000 in this city, based on the nationally recognized average expenditure by a convention delegate. These are the Methodist General Conference, described in the last issue of "Dallas"; the Texas State Teachers Association, to be held here November 28-30, 1929, attendance estimated at 8,000, and the National Association of Dyers & Cleaners to convene here in January, 1930, lasting five days with attendance estimated at 2,000. Fifty-four conventions or similar events were held here during January, and it seems likely that Dallas will average a convention a day for 1929. A convention that recently chose Dallas was the Southwestern branch of the American Urological Association, December 6-7, 1929, attendance 100.

Among the conventions, State or Southwestern sales conferences, etc., so far scheduled for March are:

March 4-9—Beauty Shop School of Southwest.

March 8-9—American Life Insurance Co., sales conference.

March 9—Y. M. C. A. State Sunday School Basket Ball Meet.

March 10-16—Burroughs Adding Machine Co., sales conference.

March 11-16—Texas Service Grocers Association Convention and Food Show.

March 11-12—Texas Poultry, Butter and Egg Association.

March 11—Texas Odd Fellows Conference.

March 12—Miss Hockaday School for Girls Alumnae Association.

March 19-20—Texas Rexall Drug-gists.

March 20-21—Royal Neighbors of America, State Camp.

March 30—S. M. U. Relay Carnival.

March — Simms Oil Company Agents.

March—State Baptist Executive Board.

March—Texas Baptist Negro Foreign Mission.

March or April—Fraternal Home Insurance Society.

Probably March—State Executive Commission, Y. M. C. A.

March—Texas-Louisiana Tariff Bureau.

March—Vacuum Oil Co., state sales conference.

### Big Aviation School Planned

Establishment of one of the largest aviation schools in the Southwest is being planned at Love Field by A. P. Barrett of Fort Worth, president of the Texas Air Transport. This announcement follows the purchase of the Travel Air Ways branch here from Howard Woodall and G. W. Shaw.

Mr. Barrett bought a lease on hangar No. 4 at Love Field and announced that Charley Pedley, air-mail pilot on the Dallas-Laredo line will act as Dallas manager for the T. A. T. interests. In addition to the conduct of the school air taxi service to any part of the country will be maintained. The company also will continue to distribute Travelair planes.

### Furniture Is Business Barometer

Second hand office furniture is a good index to the business of a city, L. E. Askew, of the Askew Office Furniture Exchange, said recently in announcing the seventh anniversary of the establishment of his company in Dallas.

"When business conditions are good there is a heavy demand and a limited supply of second hand furniture", he said. New offices open and few are closed up. During hard times the reverse is true.

"Today in Dallas there is a heavy demand for this kind of furniture but the supply is very small. I take this to indicate a healthy and growing condition that augurs well for the city during 1929."

*Answers to the following questions turning to the pages in the magazine the question.*

1. What will be the biggest Dallas (Page 11)
2. What is the leading agricultural (Page 10)
3. How many new firms were established (Page 17)
4. What excuse is there for a recession? (Page 7)
5. How was January, 1929, business? (Page 22)
6. Is Dallas becoming "aimless"? (Page 10)
7. How much cotton did Texas produce? (Page 10)
8. In what magazines does industry advertise? (Page 8)
9. Why do Dallas firms advertise? (Page 10)
10. What do other people think of Dallas? (Page 10)



# Indicate the Rounding Out of a Great City ~

## Seeing Ourselves As Others See Us

The travel editor of The Literary Digest recently informed its two million readers that:

"—a digression northward brings us to Dallas, strategically located as the distribution and financial center of the fast-growing Southwest and ranking high among the major commercial cities of the nation. It must be indeed ranked as a metropolis. Spires of beautiful churches may be found interspersed among towering skyscrapers. Capacious hotels and gorgeous theaters are plentiful. Picturesque residential districts, rich with charming mansions, are spotted with fine schools and delightful parks. Among everything else, however, we encounter genuine hospitality. A temperate climate the year round makes available outdoor activity and recreation in variety."

Just what we have been saying all along!

## Charity Worker Given Loving Cup

Thirty years of active service in organized charity work in Dallas is the record set by Miss Flora Saylor, now superintendent of social service, United Charities. In honor of this occasion the board of directors of the United Charities presented Miss Saylor with a beautiful silver loving cup.

## New Business Firms

One hundred and twelve new businesses were established in Dallas during January, according to the records of the Industrial Department, the city's commercial and industrial growth for the month being one of the highest points in the city's history.

Twenty-four of these were branches, most of them of concerns of national prominence. Eighteen were manufacturing plants; thirty-one were wholesale and jobbing concerns; nineteen were retail stores; eleven were insurance and financial concerns; four were oil and gas companies and twenty-four miscellaneous.

Branches were established in Dallas during January by the following concerns:

American Rubber & Tire Co., Inc., Akron, Ohio; 928 Allen Building.

American Radiator Company, New York, N. Y.; temporary office in Construction Industries Building; enlargement planned.

Baker's Shoe Store, Atlanta, Ga.; 1608 Elm street.

Crocker & Field, contractors, Denver, Colo.; 516 Allen Building.

Christy Fire Brick Co., St. Louis, Mo.; 704 Insurance Building.

E. T. Cunningham, Inc., New York; 2200 Griffin street.

First National St. Louis Corporation, St. Louis, Mo.; Dallas National Bank Bldg.

Gage Bros. & Co., Chicago, Ill.; 906 Commerce St.

Great Western Paint Manufacturing Company, Kansas City, Mo.; 412 North St. Paul street.

Harper's Bazar Magazine, New York, N. Y.; 201 Southwestern Life Building.

Hahn Distributing Company, Inc., Kansas City, Mo.; 2029½ Main street.

Hecht & Williams, Chicago, Ill.; 924 Allen Building.

National Bond & Mortgage Corporation, Houston, Texas; 815 Republic Bank Building.

Parke, Davis & Co., Inc., Detroit, Mich.; Eighth Floor, Second Unit, Santa Fe Building.

Ryan Manufacturing Corporation, Chicago, Ill.; 800 Young street.

E. R. Squibb & Sons, New York, N. Y.; Allen Building.

Schaeffer Garment Company, 902 Commerce street, branch of Ohio Dress & Coat Company, Cincinnati, O.

Springfield Wagon & Trailer Co., Springfield, Mo.; 1106 Wood street.

Texas Air Transport, Fort Worth, Texas; Hangar No. 4, Love Field.

Union Metal Manufacturing Company, Canton, O.; 728 Allen Building.



AMANDA RANKIN  
Dallas County Treasurer

Mrs. Rankin holds the distinction of being the first woman ever elected to a Dallas County office.

Union Asphalt Company, El Dorado, Ark.; 1702 Republic Bank Building.

Van Dorn Electric Tool Co., Cleveland, O.; 2724 Commerce street.

Yates Laundry Machinery Co., Kansas City, Mo.; 3609 Main street.

During January the Blue Bonnett Company, Santa Fe Building, announced plans for the establishment of a factory to manufacture wash dresses, which will employ 150 workers, to start operation early in February.

Another plant for the manufacture of wash dresses was established by the Baker Garment Factories, 1018½ Elm street.

Glick Brothers, formerly in the retail business on Elm street, established a wholesale ready-to-wear business at 1211 Commerce street, carrying complete lines in stock.

The G. & S. Hosiery Company, Inc., 219 Santa Fe Building, was established during the month by J. F. Sullivan, Jr., and L. B. Hapgood, capitalized at \$30,000, to engage in the wholesale hosiery business.

William Levey opened a plant at 515 South Ervay street to manufacture salad dressing.

The Morris Aviation Industries was organized by William Morris, John E. Morris, R. L. Thornton, Captain W. F. Long and others, to engage in the manufacture of airplanes, to conduct an aviation school, to engage in commercial flying, etc. This company is capitalized at \$200,000 and has established offices in the Burt Building.

The Southern Union Gas Company was organized as a subsidiary of the Murchison Oil Company, 917 American Exchange Bank Building.

The Superior Burlap Bag Company opened its modern plant at 2411 Cottonwood street.

following questions may be obtained by in this magazine indicated at the end of

biggest Dallas convention during 1929?

ing agricultural state in the nation? (Page

firms were established here in January?

there is a regional Chamber of Com-

ry, 1929, business compared with last

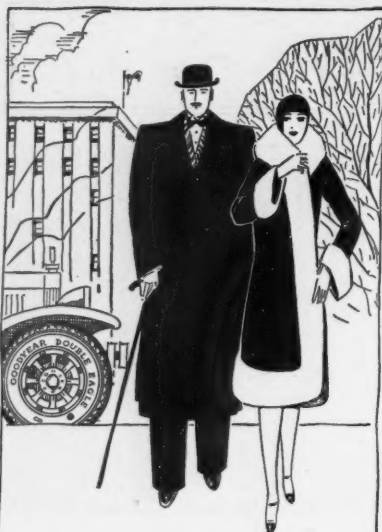
g "aiminded"? (Page 12)

did Texas produce in 1928? (Page 10)

es does industrial Dallas advertising ap-

irms advertise so extensively? (Page 9)

people think about Dallas? (Page 17)



**SHE:** Isn't it rather unusual for the heads of firms to be known by their nicknames?

**HE:** If you are referring to "Skinnie and Jimmie," Dallas wouldn't have it any other way!

## THE PIVOTAL POINT

of the

Dallas Wholesale Market



**Wholesale Merchants Building**

*The home of scores of wholesalers and manufacturers*

# Community Chest to Carry on With Funds Raised in Campaign

By K. HALL

Public Relations Secretary Dallas Community Chest

At the present moment the Dallas Community Chest does not have the last \$70,000 of the \$538,681 which its officials sixty days ago said was necessary to do the job they had in mind.

This does not mean "failure" of the Community Chest. It means a \$468,681 job will be done during 1929 instead of the \$538,681 dollar piece of satisfactory work they hoped for. They are frank in laying aside all claim to unprecedented progress in social work for Dallas. They are frank in saying that the work of the twenty-six agencies in the Chest during the next ten months will be a matter of keeping up standards rather than trying to establish new planes of accomplishment.

Also, it must be remembered that despite the word "failure", the Chest has received in pledges for 1929 already \$25,000 more than last year. Figures for this are:

1928: Goal, \$512,000; Raised, \$443,000.

1929: Goal, \$538,681; Raised, \$468,000.

The opinion sometimes carelessly expressed that a tight budget will hold down extravagance of the agencies might be sound if the agencies did not have the air-tight defense of their audits balanced against service

rendered. These audits show every dollar has been squeezed to the last despairing scream of the eagle. And if the individual agency had padded its budget, the padding would have been picked clean by the budget committee and presented on a rock-bottom basis by the time it reached the public.

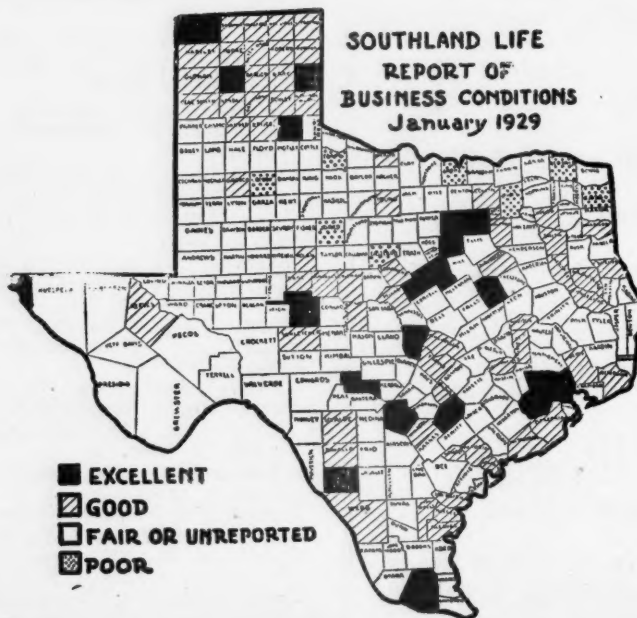
Whether it reaches its goal or not, the Community Chest is successful in that it continues to avoid the waste in welfare work that unquestionably existed six years ago and to cast an entirely different atmosphere on the whole business of "helping" in Dallas.

Superficially the Community Chest is a device for pooling the collection and distribution of welfare funds. As a matter of fact, it is never merely that. Consciously or otherwise it makes for community planning; it helps co-ordinate the work of related social agencies; reduces overlapping and duplication; helps eliminate unnecessary activities and serves to bring to light neglected community needs.

This serves to show the significant fact that FOR THE GIVER THE CHEST IS AT PRESENT A SUCCESS. It is giving him maximum returns on minimum investment. It shows that for the last six years the

(Continued on page 28)

## SOUTHLAND LIFE REPORT OF BUSINESS CONDITIONS January 1929



## A Brilliant Future

(Continued from page 7)

derricks, casing, pipe, machinery, tools and distilling apparatus.

Transportation facilities have kept pace with general development in Texas. The state has over 16,000 miles of railroad, a greater mileage than in any other state. Since 1925 we have witnessed in Texas more railroad building than in any other part of the country. Texas has an excellent highway system, an important factor in the development of any region. Unlike most states, Texas has in addition several big seaports through which pass cotton, wheat, petroleum and other mineral products in enormous quantities.

It is of more benefit to you to have an industry locate at some other place in Texas if the chances of success are greater there than they would be here. The growth of the state as a whole will add greatly to the importance of Dallas and bring you many industries that can do better here than any other place. The reason I mentioned the importance of the government economic survey is that it will help you greatly in determining many of these questions.

I understand that you do not have a State Chamber of Commerce, although the regional Chamber of Commerce has done a very good work I am informed. I am sure it would be of great value to all of you if you had a strong state chamber. It needs no argument to convince this audience of the importance and effectiveness of a strong, ably conducted local Chamber of Commerce. The achievements of the Dallas Chamber of Commerce have been of a very high order, and I wish to congratulate the distinguished gentlemen here who have contributed to its success. What I would suggest as important is a more comprehensive system of chamber that would provide not only for local, but statewide community interests. It is not necessary for me to point out the many important advantages. I believe that a strong State Chamber of Commerce comes next to the state government and legislature in importance in promoting the best solution of the numerous vital problems confronting the state as a whole. City planning, zoning, educational and tax problems are a few of the questions with which it could deal.

The organization I have the honor to lead has many Texas men at the top. Mr. Elfes, first vice president; Fred Hoag, vice president, in charge of commercial activities, were formerly residents of this city. It became necessary for me either to bring them to St. Louis or move the system headquarters to Texas. In fairness to the rest of the territory, I thought it safer to bring them to St. Louis and try and convince them we had some obligations outside of Texas. Our affairs here were left in the hands of equally industrious Texans. We have entire confidence in Mr. Prehn, Mr. Howell, Mr. Curtis, Mr. Hull, Mr. Lewis and Judge Phillips and their able assistants. These men, members

## SCIENTIFIC LIGHTING

*uses no more current  
increases store values*

A correct arrangement of lights in any store interior vastly enhances values. Dark corners are eliminated, glaring effects are subdued, merchandise displayed at one point has the same eye-catching lure as goods displayed elsewhere; brightness and cheer are developed. Merchants should give this subject serious thought. Increased costs are not necessarily involved. Dallas Power & Light Company's illumination engineers will gladly go into the subject with any interested firm. Phone 2-9321 and ask for the Illumination Division.



INTERIOR OF THE NEIMAN-MARCUS COMPANY'S STORE SHOWING THE DESIRABLE RESULTS ATTAINED BY WELL ARRANGED LIGHTING

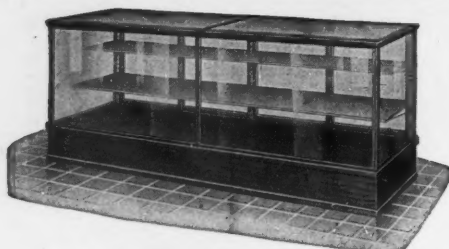
Commenting on the question of store lighting, Mr. H. Stanley Marcus says:

*"When we built our new building last year one of the most important problems that we faced was that of lighting.*

*"We have always been convinced of the importance of good and proper lighting, both within the store and in our street windows. We studied the problem very thoroughly and we are very well pleased with the results. We find that our store is always well lighted though never so brilliantly that it causes any irritation to a person coming into the store.*

*"We make particular use of light at night when the store is closed, for the public can view our first floor through several open windows and doorways. We find that the light thus enables us to dramatize our store in a very different and unusual way."*





From Manufacturer direct to you—at a saving  
in price and freight

### THE Dallas Market

has a large modern  
factory, comparing fa-  
vorably with any in  
the country devoted to  
the manufacture of

**Show Cases  
& Store Fixtures**  
For All Lines of  
Merchandise

## SOUTHERN SHOW CASE & FIXTURE MFG. CO.

1900 Cedar Springs

Dallas, Texas

Phone 7-6098

# Natural Gas



10-27-A

## Increases Property Values By Attracting Industries

Of all the advantages offered by your community to attract new industries, *Natural Gas*—a dependable supply of *Natural Gas*—comes close to the head of the list. And what is the result of new industries? More people, more business, more prosperity, greater property values, for present and prospective property owners. You can safely buy and hold property in a community that is well served by *Natural Gas*, because it's certain to grow. Do you realize that the growth in property values due directly or indirectly to the community asset of *Natural Gas* off-sets the cost of gas consumed for heating and cooking? Yes, *Natural Gas* is a *real asset* to your town. And it is our pleasure to help stimulate the growth of the community, by rendering a *dependable gas service*.

## Lone Star<sup>\*</sup> GAS Co.

<sup>\*</sup> The Lone Star Gas Company is a producer, purchaser, pipe line transporter and wholesaler of natural gas. It serves you by backing up the service of your local gas company.



PIPED FROM THE  
WELLS TO YOUR CITY

of your community, are responsible for the conduct of the business in this state. About all they ask of us in the way of help is for more money.

I can assure you that besides furnishing better and more adequate service that these men and this organization stand ready to support constructive community effort within the limits of sound business and propriety and without partisanship.

### New Members

The following new members were added to the Chamber of Commerce roster during the month of January:

Crowe, Kay & Co., 903 Republic Bank Building, life insurance.

Crockett-Hyatt Printing Co., 1002½ Pacific avenue, printing.

Home Certificate Co., 415 Lansing Building, premium certificates.

Miller & McGraw, 623 College avenue, garage.

Mid-South Oil Corporation, 1127 Kirby Building, oil operators.

Texas Big Boy Co., 3917 Main street, manufacturers ginger ale.

Paul G. Bentley Co., 804 Allen Building, manufacturers agent.

Burton The Florist, 2305 Oak Lawn avenue, florist.

Champion Shoe Machinery Co., 704 Main street, shoe machinery.

Graham-Paige Company of Texas, 1914 North Harwood, automobiles.

Waldorf Hotel, 1302 Commerce street.

Atlas Transfer & Storage Co., 1307 Pacific avenue, transfer and storage.

Cunard Steam Ship Co., Ltd., 1322 Athletic Club Building.

Dallas Electrotype Co., 105 North Market street, electrotyping.

Mrs. Amanda Rankin, treasurer Dallas County, County Court House.

Vogel-Bracken Printing Service, 2933 Elm street, commercial printing.

Western Sales Agency, Inc., 1702 Patterson avenue, merchandise brokers.

H. L. Cannady Co. of Texas, 1908 Santa Fe Building, contractors.

Schaeffer Garment Co., 902 Commerce street, wholesale ready-to-wear.

Leland Equipment Co., 1916 Canton street, trailers, tanks, cabs, etc.

Bagdad Enterprises, Inc., 605 S. W. Life Building, supper club.

E. M. Bralley, Republic Bank Building, general insurance.

Theo. Copeland, Jr., Parlor J, Southland Hotel, Peters Shoes.



## Products of the Southwest

(Continued from page 10)

the Southwest as at the present. This is leading to a balanced farm program, crop rotation and soil conservation—the first step in the development of a permanent and prosperous agriculture.

Better prices and larger yields are reflected in increased bank deposits and in greater activity in the business world, according to the Federal Reserve Bank report. The Southwest is all set for another year of prosperity.

## Why Dallas Grows

The following essay on Dallas was prepared and given wide distribution by Fenner & Beane, New York investment firm, with offices in Dallas:

"Dallas today is a city of nearly 300,000 population.

"It has experienced two eras of development: first, growing as the agricultural development of the Southwest came, and, second, pushing forward at a greatly accelerated rate as the petroleum deposits of the Southwest were exploited during the past two decades.

"Dallas is entering upon its third and most important era of expansion today—the coming of industry.

"The Dallas Chamber of Commerce justifies its confidence thus: 'The geographical center of an area in which twelve million people live, who earn and spend six billion dollars annually, Dallas already has a well-developed foundation for a great industrial structure, with manufactured products valued at more than \$165,000,000, produced last year by fifteen thousand wage earners. Markets are people, and Dallas, believing that her situation in the heart of this vast, unexploited territory, together with most valuable resources of cheap fuel, plentiful power, natural gas supply, excellent transportation facilities, accessible and extensive deposits of minerals and plentiful moderate cost labor, is convinced that her distinction as a great industrial center lies just across the threshold.'

"For this reason, Dallas is spending \$500,000 to tell the world in a national advertising campaign why industry should concentrate on this city, the heart of a district that grows a third of the nation's cotton and clips a large part of the nation's wool and mohair, and spins and bleaches and dyes very little of it; a district that produces a large share of American vegetable oils, and refines only a small part of them; a district that has clays, limestones, glass sand, gypsum, salt and sulphur; a district that has enormous petroleum and natural gas resources, great beds of lignite, excellent labor, ample transportation, fine harbors, growing markets and a thrifty and progressive population ready to back industry with its own money and technically trained leaders.

"Increment, enterprise and profitable endeavor have built a clean and beautiful city. Every man and woman in Dallas is sold on Dallas.

"Its future appears bright indeed."

# MONTGOMERY STUDIOS

PRESENT

Number Five

IN A SERIES  
OF PORTRAITS  
INTRODUCING  
NEW  
CITIZENS  
OF DALLAS



J. W. COCKE, Branch Manager,  
E. T. Cunningham, Inc.

In tune with the times Montgomery has been using the marvelous invention of radio, for which Cunningham Tubes are largely responsible, to furnish entertaining programs weekly over Station WRR.

Daily, still in tune with the times, Montgomery is using the latest photographic inventions, in providing artistic photography to discriminating customers, among the latest of which is Mr. J. W. Cocke, newly appointed Dallas manager for the E. T. Cunningham Co.

1502 1/2 ELM ST.

PHONE 7-1158

# PHOTOGRAPHS

*Live Forever*

## S. Koenigsberg,

Inc.

Tailors and  
Importers

NOW SHOWING  
SPRING SUITINGS

1306 1/2 Main St.

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Dallas Label & Box Works  
1504-6-8 Caruth, Dallas Phone 2-2921

## ATLAS

Metal Buildings

to fit the needs of every business. We build to your specifications—FIRE-PROOF metal warehouses, garages, filling stations, cold drink stands, or any type building desired.

Atlas Metal Works  
DALLAS

## ZUBER & ZUBER

Wholesale Collections

408 Santa Fe Bldg.

Established 1918

C. B. Zuber

F. M. Zuber



Passenger

Freight

## Hunter-Hayes Co.

S. W. Representatives

HOUSTON SAN ANTONIO  
DALLAS

Office Phone  
7-5561

Res. Phone  
3-4613

HENRY NUSS  
BOOKBINDER

and

PAPER RULER

Loose Leaf and Binders

416 South Ervay, Dallas

# Watching Dallas Grow.



Month by month, in this column, will be recorded the growth of Dallas as shown by the available statistical information.

BANK CLEARINGS		BANK DEBITS	
	1928	1929	1929
January .....	\$229,304,531.28	\$265,365,726.24	\$236,596,000
February .....	202,756,886.66		214,275,000
March .....	218,410,753.88		230,033,000
April .....	199,600,686.28		209,427,000
May .....	206,895,503.35		213,709,000
June .....	200,643,340.36		212,089,000
July .....	198,047,700.20		203,320,000
August .....	209,277,120.12		211,024,000
September .....	251,719,706.91		263,237,000
October .....	320,700,640.45		303,578,000
November .....	268,579,277.12		273,024,000
December .....	259,564,606.14		297,946,000
Total .....	\$2,775,500,725.75		\$2,868,258,000

BUILDING PERMITS		POSTAL RECEIPTS	
	1928	1929	1929
January .....	\$ 619,989	\$880,463	\$316,629.65
February .....	584,634		345,879.00
March .....	858,466		339,673.60
April .....	798,573		304,437.00
May .....	580,560		283,274.29
June .....	781,701		293,806.67
July .....	870,532		283,430.35
August .....	750,544		306,268.20
September .....	835,144		338,030.50
October .....	552,651		374,047.74
November .....	717,617		354,004.36
December .....	521,799		428,475.83
Total (Dallas proper).....	*\$14,331,694		\$3,970,957.00

GAS METERS		TELEPHONES	
	1928	1929	1929
January .....	64,881	66,401	67,143
February .....	65,021		67,347
March .....	65,532		67,697
April .....	65,712		67,902
May .....	65,892		68,114
June .....	66,030		68,321
July .....	66,081		68,401
August .....	66,129		68,496
September .....	66,180		68,551
October .....	66,240		68,599
November .....	66,289		68,640
December .....	66,308		68,701

\*Includes \$6,017,700 utilities construction, but does not include any building outside city limits. Highland Park, University Park and other suburbs bring the total building in greater Dallas to \$16,392,740.

## Baylor Campaign Under Way

Leading business men of Dallas, hailing the Baylor University million dollar appeal as another great forward step for Dallas, are actively engaged this month in the community effort to make Baylor "the Johns Hopkins of the Southwest."

Known throughout the country as the financial, industrial, and distribution center of the Southwest, Dallas now is merging its forces in the effort to create at Baylor University in Dallas a great medical center which will be one of the half dozen most important healing and teaching centers of America. Carr P. Collins heads the Baylor appeal as general chairman.

The fame which Johns Hopkins has brought to Baltimore is forcibly expressed in the following message received by Dallas business men from Richard Edmonds, of Baltimore, editor of the Manufacturers' Record:

"I congratulate Dallas and all Texas upon the effort to raise a million dollars to promote the Baylor University medical center. Johns Hopkins University has made Baltimore one of the greatest medical centers of America. It is literally true that people from all parts of this continent come to Baltimore for medical and surgical treatment by reason of the reputation created by Johns Hopkins. The influence of Johns Hopkins and the men who have gone out from it has been world-wide. It is practically impossible to set a value upon the work and the influence of that institution for the good of Baltimore and of medical science throughout the world. Other splendid hospitals also built by private contributions are numerous and have added to the fame of Baltimore as a medical center. Measured merely by the material or financial side of these institutions, it is impossible to overstate their value to the city of Baltimore and to the country, but their value in the restoration of health and in the saving of lives has been infinitely greater. One of the outstanding features of the development of this country is the readiness with which men of vision and wealth are pouring their money into the establishment of hospitals. I rejoice to learn that the people of Dallas have become deeply interested in creating a great Southwestern medical center. Its importance from the narrowest point of view of business and finance cannot be overestimated, but its importance will be vastly greater in the lives that will be saved and the infinite good that will be done by it. Every man who contributes to such an undertaking is contributing to the betterment of mankind and to saving the lives of people and it often happens that the lives of the families of the givers to such causes are saved through such institutions."

In medical centers such as Baylor will be when the contemplated program of expansion and reinforcement is successfully completed, important contributions are made to medical

*Alfred Edmonds & Co*

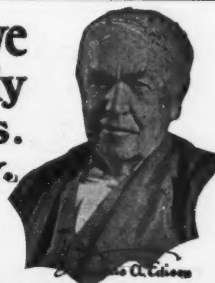
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provide service to study  
your letter problems.  
Let us help you today.**

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1714 Commerce St.

Phone 2-6976



**Ediphone**  
Edison's New Dictating Machine

**WE have very desirable office  
space arranged with warehouse  
or exhibit space adjacent  
thereto**



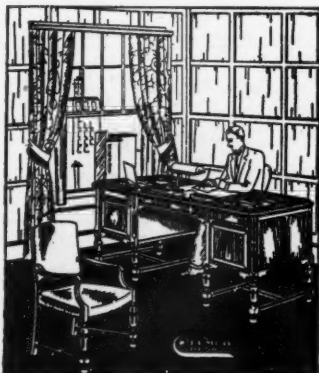
The service  
you buy  
from us is  
based on  
forty years  
of  
experience.

Our  
facilities  
unequalled  
in the  
South

**Dallas Transfer & Terminal Warehouse Co.**

SECOND UNIT, SANTA FE BUILDING

DALLAS, TEXAS



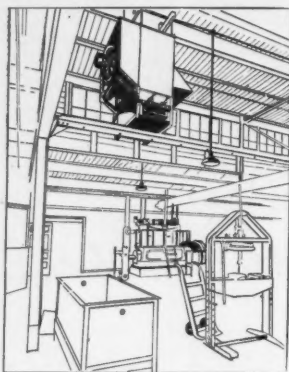
THE possession of a fine office creates and gives to your visitors the favorable mental impressions so necessary to the success of your business. A fine office builds confidence. It establishes prestige, sponsors respect, encourages substantial friendships and heightens morale of employees.

**Vance K. Miller Company**  
Incorporated

Office Furniture, Desks & Chairs  
Office Supplies, Stationery

1916 MAIN STREET





## Swings from ceiling

**E**NGINEERS have found a new way for heating their great open spaces. Factories, shops and warehouses can swing unit heaters from the ceiling and leave all their floor space for productive operations.

### THE DALLAS GAS COMPANY

*Dispensers of Natural Gas*

#### STENOTYPY

Gregg, Shorthand, 20th Century Book-keeping, Accounting, Banking, Secretarial Training. Expert teachers. Graduates placed in good positions. Write or phone for catalog.

METROPOLITAN BUSINESS COLLEGE  
Dallas, Texas

*"The School With a Reputation"*

#### SLAUGHTER MAYFIELD CO.

*Tailors Since 1886*

Southwestern Life Bldg.

## ENVELOPES

Manufactured by Specialists

*Plain or Printed*

Baronials  
Bankers Flap  
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Penny Savers

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Policy  
Time Savers  
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Specials of any Size or Stock

**Hesse Envelope Co. of Texas --- Dallas**



#### S. L. Ewing Company

TYPEWRITERS

1606 Commerce  
2-3026 Dallas

#### American Audit Company OF TEXAS

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Dallas, Texas

## INTERNATIONAL

HARVESTER  
TRUCKS  
COMPANY

Dallas

Elm and Jefferson

science which result in better medical care for every family and aid in the constant warfare being waged against disease.

The entire medical profession is stimulated by the presence of a medical school in the community, it has been pointed out during the campaign. A medical center attracts outstanding physicians and scientists who want to ally themselves with a teaching plant. Physicians are stimulated because of the necessity of keeping abreast of developments in medical science in order that they may teach students modern methods of diagnosis and treatment. The Baylor University library, available to all physicians of the community, is reported to be the best between New Orleans and the Pacific Coast.

Success of the present appeal will enable Baylor to place emphasis on research work to determine the causes of disease. Modern physicians are interested not only in the treatment of ills but in preventive medicine and in studies which mean a winning fight against the invisible army of bacteria which constantly threatens mankind.

Aside from its humanitarian value and the training of better doctors and dentists and nurses and pharmacists, Baylor University is an important economic asset to Dallas, the campaign committee points out. It has been conservatively estimated with Baylor, with its eight hundred scientific students and patients from more than twenty states, brings to and spends in Dallas more than two million dollars annually.

### A Spartanburg Welcome

Spartanburg, S. C., has a unique and pleasant way of welcoming visitors and providing for their comfort while within its limits. Upon arrival there the stranger is handed a small yellow tag to be affixed to the steering wheel of his automobile.

On the obverse side of the tag is: "Hello, Visitor: Spartanburg welcomes you and hopes you will return often. Spartanburg City Council, Spartanburg Motor Club, Spartanburg Chamber of Commerce. Free maps and information at Chamber of Commerce." On the reverse side is this startling information: "This card entitles you to park your car as long as you please in Spartanburg. Never mind the time limit. This will not exempt you from arrest for parking in safety zones, near fire hydrants, or in alleys. Approved, John F. Floyd, Mayor and John Hill, Chief of Police. For out of town autoists only, severe penalty if used by residents of Spartanburg."

That ought to be welcome news for recent victims of small-town speed traps. Arthur Coleman, of Holland's Magazine, brought the tag back to Dallas. He said that this is the embodiment of the spirit of the town.

"If you would climb to heights sublime,  
Give my advice a trial;  
Don't drift and shirk. Get in and work,  
And smile! smile! smile!"

# Keeping Up With Busy Dallas



Fred F. Florence, president of the Republic National Bank and a director of the Dallas Chamber of Commerce, has been appointed to the directorate of the Petroleum Corporation of America.

J. Ben Critz, also a director of the Dallas Chamber, was elected president of the Dallas Country Club for 1929.

J. B. Boyd has been appointed manager of the Dallas office of the Bradstreet Company, to succeed H. E. Rosenbush, resigned.

W. L. Leath has been appointed manager of the Sears-Roebuck & Company Retail store, to succeed T. S. Dunn.

Herman Philipson, president of the Retail Merchants Association, and for many years associated with retail business in Dallas, has been appointed to an executive office with Titcher-Goettinger Company.

Lonnie Everett has been named manager of the recently opened Baker Shoe Store, 1608 Elm street.

A. J. Balcom of the Magnolia Petroleum Company has been elected potentate of Hella Shrine Temple for the year 1929.

Dr. Thomas F. Gallaher, pastor of the Oak Cliff Presbyterian Church, has been elected president of the Oak Cliff Kiwanis Club.

Marc Anthony, of the firm of W. D. Felder and Company, for many years identified with the cotton business in Dallas, was recently elected to the presidency of the Dallas Cotton Exchange.

Another honor came to Dallas recently when O. H. Koch of the firm of Koch and Fowler, was elected vice president of the American Engineering Council.

E. C. Blesi, re-elected president of the Dallas Automobile Club, recently announced that 37,000 visitors to Dallas were served by his club during the year just passed.

William Levey, remembered by Dallas for his conduct of the Golden Pheasant, has returned to Dallas to organize a factory for the manufacture of salad dressing and other similar delicacies.

Purchase of the Weir Furniture Company by R. H. Boykin was announced a few days ago. Mr. Boykin will continue operation of the store under the name of the Household Furniture Co. and plans to add a variety of new merchandise to the present stocks.

The old Dallas Club Building at Commerce and Poydras street is being torn down to make way for the construction of a modern six-story wholesale building by George A. Coffey and associates.

G. G. Sheerin has been elected president of the Utility Insurance Company, located in the Marvin Building.

George B. Webster has been appointed field secretary of the National Association of Dyers and Cleaners, with headquarters in Washington.

The Texas Agency of the Ohio National Life Insurance Co., under Walter C. Temple won two grand prizes for accomplishments during 1928.

Ray E. Simpson has organized the Ray E. Simpson Company, Inc., to act as Sparton Radio distributors in Texas.

Gene Miller and A. S. Burger of St. Joseph, Mo., have purchased the interests of A. L. Cobb, president of the Dallas Oldsmobile Co.

Edwin O. Cartright has been appointed manager of the Dallas office of Fenner & Beane.

Theo. Copeland, Jr., has opened a modern shoe store at Parlor J, Southland Hotel, to handle Peters Diamond Brand Shoes.

The Irving-Pitt Manufacturing Company of Kansas City, have issued a special invitation to all members of the Dallas Chamber of Commerce to attend their business show which will be held at the Adolphus Hotel February 27, 28, March 1 and 2.

This show will be an exhibit of the latest developments in loose leaf systems, several thousand different business forms, systems and devices, visible records, machine posting equipment, with practical suggestions for increased business and office efficiency.

C. M. Conger, president, and other officials of the company, will be in Dallas with the exhibit.

## Ultra Bodoni

Since advertisers require headlines in keeping with the vivid smartness of modernistic illustration, we are now offering the complete Ultra Bodoni and Ultra Bodoni Italic Series.

To better serve your complete typographic needs we are adding four other modern headline types

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Complete Typographers  
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W. E. Callahan, President  
H. F. McFarland, Jr., Vice President  
Paul Grafe, Vice President  
Wm. McCormick, Secretary-Treasurer  
General Office, 708-9 Kirby Bldg.  
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Drainage, Irrigation, Railroad, Levee

A Complete Banking, Trust and  
Investment Service

The  
**Republic National Bank  
and Trust Co.**

Dallas, Texas

### Photostat Prints

Facsimile Copies at Original Size, Enlarged or Reduced of any Written or Printed Document, Legal and Commercial Papers, Letters, Drawings, Maps, Etc.  
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1912 N. St. Paul St. 2-6729; 7-4218

### Schooler, Bird & Company

C. H. Schooler, C. P. A., President  
George H. Bird, Sec'y & Treas.  
Established in the Southwest  
Twenty-two Years

AUDITS :: SYSTEMS  
TAX SERVICE

Santa Fe Building  
Dallas, Texas

### Myers, Noyes & Forrest CONSULTING CIVIL ENGINEERS

1107 Mercantile Bank Bldg.  
DALLAS, TEXAS  
Surveys, Investigations and Reports

# Few Vacancies Here in 1929

The following report just completed by the Dallas Real Estate Board Shows a healthy decrease in vacancies as compared with June, 1928

Estimated Proper Economic Vacancy.....	5%
Dallas Average Domicile Vacancy, June, 1927....	6.3%
Dallas Average Domicile Vacancy, Feb., 1928.....	4.2%
Dallas Average Domicile Vacancy, June, 1928.....	5.1%
Dallas Average Domicile Vacancy, Jan., 1929.....	5%

A domicile is anything (residence or apartment) that can be occupied by a family.

Total Domiciles in Dallas, January, 1929.....	58,977
Total Occupied Domiciles in Dallas, Jan., 1929....	55,838
Total Vacant Domiciles in Dallas, Jan., 1929.....	3,139
Percentage of Domiciles Vacant in Dallas, January, 1929 .....	5%
Total Domiciles Under Construction in Dallas, January, 1929 .....	341

## Report on Downtown Wholesale and Retail District

Total Front-Foot Retail and Wholesale Ground Floor Space in Dallas, January, 1929.....	49,526 ft.
Total Front-Foot Retail and Wholesale Ground Floor Space Occupied in Dallas, Jan. 1929....	46,116 ft.
Total Front-Foot Retail & Wholesale Ground Floor Space Vacant in Dallas, Jan., 1929.....	3,410 ft.
Percentage of Vacancy in Retail and Wholesale Ground Floor Space in Dallas, Jan., 1929.....	6.8%

The retail and wholesale district of Dallas has as its west boundary the Trinity River; its south boundary the north side of Young Street; the east boundary the west side of Pearl Street and the north boundary the south side of Pacific Avenue.

## Report on Semi-Business Stores Lying Just Outside of and Adjacent to the Downtown Section

Total Stores in this District, January, 1929.....	556
Total Occupied Store Buildings, January, 1929....	457
Total Vacant Store Buildings, January, 1929.....	99
Percentage of Vacancies, January, 1929.....	17.8%

## Report on Suburban Stores in Dallas, January, 1929

Total Suburban Store Buildings.....	3,856
Total Occupied Suburban Store Buildings.....	3,282
Total Vacant Suburban Store Buildings.....	574
Total Suburban Store Buildings under Construction .....	6 frame and 29 brick
Percentage of Vacancies, January, 1929.....	14.2%
Percentage of Vacancies, June, 1928.....	14.8%

## Report on Warehouses in Dallas, January, 1929

Total Warehouses in Dallas, January, 1929.....	240
Total Occupied Warehouses in Dallas, Jan., 1929	222
Total Vacant Warehouses in Dallas, Jan., 1929....	18
Total Warehouses under Construction in Dallas, January, 1929, .....	one brick
Percentage of Vacancies, January, 1929.....	7.1%
Percentage of Vacancies, June, 1928.....	17.1%

## Report on Factories in Dallas, January, 1929

Total Factories in Dallas, January, 1929.....	322
Total Occupied Factories in Dallas, January, 1929 .....	307
Total Vacant Factories in Dallas, January, 1929 .....	15
Total Factories Under Construction.....	two brick
Percentage of Vacancies, January, 1929.....	4.6%
Percentage of Vacancies, June, 1928.....	5.5%

## Report on Cottages Valued at More Than \$2,500 (lot and improvements)

Total Cottages Value more than \$2,500.....	28,640
Total Occupied Cottages Value more than \$2,500 .....	27,882

Total Vacant Cottages Value more than \$2,500....	758
Total Cottages Value more than \$2,500 under Construction .....	50 frame, 119 brick
Percentage of Vacancies, January, 1929.....	2.6%
Percentage of Vacancies, June, 1928.....	2.7%

## Report on Two-Story or More Residences With a Value of Over \$2,500 (lot and improvements)

Total Two-Story Residences more than \$2,500 Value .....	5,749
Total Occupied Two-Story Residences Value more than \$2,500.....	5,520
Total Vacant .....	229
Total Two-Story Residences Under Construction .....	five frames and 28 brick
Percentage of Vacancies, January, 1929.....	3.9%
Percentage of Vacancies, June, 1928.....	3.4%

## Report on Residences with Value of Less Than \$2,500

Total Residences Value Less than \$2,500.....	5,926
Total Occupied Residences Value less than \$2,500 .....	5,522
Total Vacant Residences Value less than \$2,500 .....	404
Total Residences Under Construction Value less than \$2,500 .....	14 frame
Percentage of Vacancies, January, 1929.....	6.8%
Percentage of Vacancies, June, 1928.....	8%

## Report on Negro Residences

Total Negro Residences .....	7,107
Total Occupied Negro Residences.....	8,564
Total Vacant Negro Residences.....	543
Total Negro Residences Under Construction .....	2 brick, 25 frame
Percentage of Vacancies, January, 1929.....	7.6%
Percentage of Vacancies, June, 1928.....	7.9%

## Report on Duplex Cottages

Total Duplex Cottages.....	2,187
Total Occupied Duplex Cottages.....	2,052
Total Vacant Duplex Cottages.....	135
Total Duplex Cottages under Construction .....	2 frame and 3 brick
Percentage of Vacancies, January, 1929.....	6.1%
Percentage of Vacancies, June, 1928.....	9.7%

## Report on Two-Story Duplex Residences

Total Two-Story Duplex Residences.....	2,305
Total Occupied Two-Story Duplex Residences....	2,089
Total Vacant Two-Story Duplex Residences.....	216
Total Two-Story Duplex Residences under Construction .....	2 frame, 33 brick
Percentage of Vacancies, January, 1929.....	9.3%
Percentage of Vacancies, June, 1928.....	10.7%

## Report on Apartments (More Than Two To The Apartment)

Total Apartments .....	6,721
Total Occupied Apartments.....	6,209
Total Vacant Apartments.....	512
Total Apartments Under Construction.....	58 brick
Percentage of Vacancies, January, 1929.....	7.6%
Percentage of Vacancies, June, 1928.....	10.7%



## Eighteen Factories in a Single Month

No, Industrial Dallas, Inc., the Chamber of Commerce of Dallas, the bankers and the financiers and public-spirited men of Dallas generally aren't doing a thing to promote the town—not a thing. In January, for example, only eighteen new factories, thirty-one wholesale and jobbing houses, nineteen retail firms, eleven insurance and finance enterprises, four oil and gas companies and a miscellany of undertakings to the number of twenty-four came to Dallas and set up operations.

With only 112 new business establishments located here in a single month things look pretty gloomy. In fact this is merely the best month in this particular that Dallas has ever had, so that all our measuring sticks for the growth of the town will now have to be thrown away. Besides, some of these factories and firms are small affairs with more brains than water in their capitalization, and as they grow they will keep Dallas money turning over, instead of allowing it to rest in strong boxes and safes.

It is dreadfully discouraging. No sooner do we get used to Dallas than it begins right away to get bigger, busier and better. By getting better it attracts more people to town, cluttering up our banks with deposits, making our churches too small, compelling us to build more schools and hospitals, and so on and on. Something will have to be done about it. Couldn't somebody speak to the Chamber of Commerce and Industrial Dallas, Inc., about it? Unless the brakes are put on what few moss-backs are left hereabouts are as good as gone. The dodo will have to move over.

Voice over wire: "Madam, your husband has been run over by a truck."  
"Good Heavens! On the afternoon of my bridge party!"

"Tough luck," said the egg in the monastery, "out of the frying pan into the friar."

"So you wish to leave to get married, Mary. I hope you have considered the matter seriously."

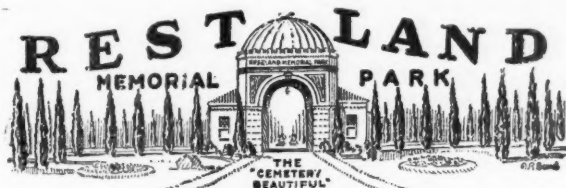
"Oh, I have, mum. I've been to two fortune tellers and a clairvoyant, and looked in a sign book, and dreamed on a lock of 'is' air, and I've been to a medium and asterologist and they all tell me to go ahead, mum. I ain't one to marry reckless like, mum."

Newspaper Solicitor: "You advertised in our paper for a night watchman. Did you get any results?"

Merchant: "I most certainly did. The ad appeared yesterday morning and I was robbed last night."

Braun: "How much life insurance does your husband carry?"

Prospect's Wife: "Why, son, who put such an absurd idea into your head?"



"Out the Richardson Road"

## High Rolling Grounds, Perpetual Care, Park Plan

Plots may be purchased on reasonable installment terms. No interest, no taxes or future assessments.

The Restland Courtesy Cars are at your disposal at any time, without any obligation whatsoever, to convey you to our property, to inspect or select a lot.

We have just opened section "U," our last undeveloped front section, at special pre-development prices.

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The I. T. A. has paid  
nearly \$2,000,000.00 in  
benefits to policy-  
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pendents since organization in 1903. We  
are proud of our quarter of a century  
of unexcelled insurance service.

International Travelers Assur-  
ance Co., Dallas, Texas

PRICE CROSS, President  
BEN HAUGHTON, Sec'y-Treas.

## Advertisements Are News

It happens often that the  
advertisements in Dallas are  
the most important news to  
be read. Important since  
they tell how you can best  
spend your money for needed  
items. Important because  
they tell you about the new  
things that will make life  
more pleasant, your work  
easier. It pays to read the  
ads, and profit by the news  
in them.

## Community Chest

(Continued from page 18)

Chest has been a league of givers  
rather than a league of agencies. Be-  
fore the Chest, agencies were getting  
a greater sum total proportionately  
from the people of Dallas than they  
are getting now. They are doing a  
bigger job now.

IN ORDER TO PROMOTE A NEW  
IDEA IN WHICH THEY HAD  
STRONG FAITH the member agen-  
cies have been sacrificing at least for  
the last three years for the sake of  
the Community Chest principle.

Proof of this sacrifice is seen in  
the realization that the agencies could  
be "turned loose" today, if their ap-  
portionments ran short, and raise in-  
dividually enough to function satis-  
factorily. They feel this would be an  
imposition on givers and that it would  
mean a long-drawn-out hounding for  
money, re-creating the old beggaring  
position of charity that the Commu-  
nity Chest has almost removed.

The victory of the Chest principle  
is shown in recent figures issued for  
all Community Chest campaigns so  
far completed for 1929. Out of sixty-  
three cities that have finished their  
campaigns, fifty cities have reached  
their quota or passed it. Twenty-six  
campaigns are not yet completed, but,  
of these, eight cities have already  
more than raised the amount asked.

Akron and Dayton, Ohio, and New  
Haven, Conn., went over their quotas,  
all larger than Dallas', by more than  
\$25,000. Montreal, Can., overstepped  
its \$600,000 goal by \$47,000. Houston,  
and many others exceeded their goal  
by more than \$10,000.

These established Community  
Chests provide incentive for the young  
Dallas Chest, which is not static either  
in constituency or policy. If consti-  
tuency is suggested as a possible rea-  
son for shortage of funds, let it be  
pointed out that the agency makeup  
in these cities is almost identical,  
varying slightly with local needs.

The audit of the Dallas Chest, re-  
cently submitted by Hutchinson &  
Smith, Certified Public Accountants,  
shows collections on pledges for the  
year ending November 30, 1929, to be  
\$393,000. Of this \$364,620, or 92.60  
per cent was sent direct to agencies.

Uncollected pledges for the single  
year totalled \$39,850. Future collec-  
tions on this, the auditors stated,  
should greatly reduce the \$23,168  
overdraft which was made on the 1929  
budget.

The auditors' statement read:  
"We found the records in good con-  
dition and indicating close supervision  
of the affairs of the organization."

Artist Fellow: "Have you had any  
experience with etchings?"

Jewish Artist: "Not since Abie had  
eczema."

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the United States of America

ST. LOUIS  
American National Assurance Company  
John E. Mitchell Company

DALLAS  
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**IMPORTANT:** As a member of the Chamber of Commerce you are to be listed in the Membership Directory published with March "Dallas."

**FUNCTION:** This issue of "Dallas" will furnish buyers throughout the Southwest with a list of Dallas industrial, commercial and financial houses from whom they will receive courteous service and dependable merchandise.

**CONTENTS:** All names and lines of business, as mentioned above are classified and subdivided for immediate use of buyers. On bottom half of page, representative concerns will use advertising space, next to their classification, to describe their merchandise and picture their business so that buyers may order immediately without having to wait for particulars.

**DISTRIBUTION:** Dallas Purchasing Agents—reputable buyers upon request—Members of Dallas Chamber of Commerce—special list of general merchants—traveling salesmen upon request—Public Libraries outside of Dallas—placed for members' use in headquarters of Commercial Organizations in Texas and larger cities everywhere.

**DEMAND:** Over 3,000 requests for the last Directory after the regular mailing, is sufficient proof of its use.

**BUYING POWER:** When you analyze the distribution and demand as shown above, and consider that Directory users know it is owned and backed by the Dallas Chamber of Commerce, you will realize how profitably space can be used to get your product on the order lists of buyers throughout the Southwest.

*Limited advertising space available. For your convenience you may fill in the coupon below or 'phone 2-5425, Magazine DALLAS Department for rates and particulars. No obligation on your part, of course.*

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Dallas Chamber of Commerce  
Dallas, Texas.

We are members of the Dallas Chamber of Commerce and are therefore entitled to the privilege of placing our message for the attention of Fellow Members. We request that you serve us as checked below.

You may call on us.....

You may reserve.....size space  
Indicate Size Here

FIRM NAME .....

ADDRESS .....

BY .....



# Efficient Appraisals

## Real Estate Board Committee Busy Checking Property for Tax Returns

**T**O THE average citizen of Dallas the profession of Real Estate means no more than just the mere ability to sell a client real property. Not until in the past few years has it become known that the highest test of proficiency in this profession is an ability to not only appraise real property, but to support an appraisal with logical and sound reasons for a valuation, based upon facts and figures which have taken years to accumulate and which are beyond contradiction. In other words, to use the most scientific methods yet devised for appraisal work by national authorities.

This phase of real estate, the appraisal of real property, is perhaps the most important of the several functions performed by the Dallas Real Estate Board. For this purpose, the Board has four appraisal committees: 1—Business Property; 2—Residence Property; 3—Suburban Business Property, and 4—Suburban Acreage (including farm) Property. Each of these four committees is composed of five specialists in their particular field, selected by the President of the Board for this particular qualification, and their appointments are subject to approval by the Board of Directors.

These committees make two kinds of appraisals. While the big majority of appraisals are for the purpose of ascertaining the sale of property, many have been made to arrive at a proper rental or lease valuation. Although the purpose for which one appraisal is used may be one thing, it may be for an entirely different reason the next time. Large corporations, such as life insurance companies, banks, investment houses, etc., frequently use the appraisal facilities of the Board for the purpose of loaning money, or securing a book value, as well as for the purpose of determining the size, type and cost of a building to be erected upon a lot.

### For Taxes

Wide use is made of this service for income tax and inheritance tax purposes. If you should at any time sell real property which you owned in 1913, the first year of our income tax law, the United States Government will require you to include in your income report the profit which was made from this investment. If you should inherit property, the Government will tax you upon the amount of your inheritance. In this connection, it has been the practice for some years to have real estate boards affiliated with the National Associa-

tion of Real Estate Boards, of which the Dallas Real Estate Board is a constituent member, make appraisals of property subject to both these laws, a real estate board valuation being taken as the final authority. The Dallas Board has made numerous appraisals for these purposes.

Many trades, held up on account of the lack of agreement on values, have been consummated on a basis of the appraised value of each property. Hundreds of homes and apartments have been appraised by the Board for this purpose. It should by no means be understood as a service for the use of the large property owner only. The Board, during the past ten years has appraised something like \$20,000,000 of real property, the largest single appraisal being for \$1,800,000 and the smallest \$535.

There are many good and logical reasons for seeking the appraisal services of a real estate board, one of the most important of which is the elimination of the casual, offhand, "horse-back" valuation, which is usually uninformed and nearly always inaccurate. By developing better technique and more accurate appraisals it protects investments and renders real estate securities more sound. This is a public service as well as a service to the real estate vocation. A very good appraisal is one recently made on a large tract of land, the owner of which had about closed negotiations in selling it to an investor for \$100,000. At the last minute, the prospective purchaser decided it might be wise to have the property appraised before signing any papers, and the report showed the property worth in the neighborhood of \$40,000. Thus, in just this one instance, one of the investing public was saved over \$60,000.00.

### Organization

In all four committees, appointed annually, the first requirement is for two carry-overs. In other words, in order to insure having some one on the committee who is familiar with the methods which have proven most satisfactory, two members of the previous year's committee are retained for the ensuing year.

The basis of value in real estate is the same as that in any other valuable thing. The value of real estate arises from its desirability and its scarcity—another way of stating that it depends upon the age-old law of supply and demand. An analysis of the demand for real estate and its supply would enable one to arrive at its value, but changes in one or the

other of these forces would bring a change in value.

There are three factors which chiefly affect the supply of land; the actual amount of the earth's surface, the cost of bringing into use those parts of this surface which are not now being used, and the proportion between available land supply and population. The first of these factors is relatively fixed and unchangeable. While small tracts of land may be available by drainage or by filling, the general proportion of the earth which is "dry land" is impossible to change. The second factor operates upon the well-known law of diminishing returns. Great tracts of desert could be reclaimed by irrigation, barren fields could be made to bring forth produce by processes of fertilization and tilling, but the costs of bringing these tracts into use would be so great that so far, on the whole they are left unproductive. The third factor affecting the supply of land is its proportion to population. If population is doubled while the actual amount of land available remains fixed, the supply of land is cut in half for each individual.

To properly appraise real estate has become a science, necessitating an appraiser to be thoroughly familiar with all angles of the three factors enumerated above. Hence, the natural disrepute which goes with the so-called "horseback" appraisal, something a reliable and well-informed real estate dealer will not indulge in.

It is the writer's sincere belief that the purchase or sale of any real estate worth over \$2,500.00 is a speculative transaction unless the value is first determined by an authoritative appraisal. The charges for such service are so small compared to a possible loss by an inexperienced investor that it would appear as foolhardy to experiment that way as to try to cure a serious illness without consulting a reputable physician, or purchase investment securities without consulting a reliable investment house.

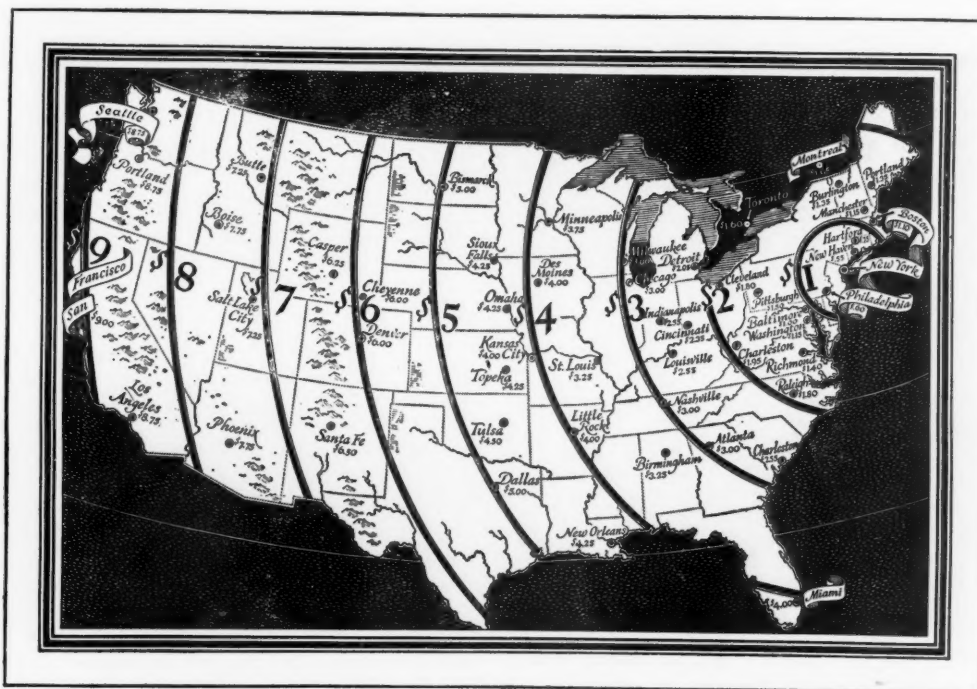
### KINDLY PRECAUTION

Jones was a druggist, and when his wife ran away with another man he inserted the following advertisement in the local paper:

"This is to notify the party who so kindly relieved me of my wife, that I can supply him with liniments, bandages, arnica, healing salves, absorbent cotton, iodines, sleeping powders and crutches at bottom prices."

Personally we crave luxuries, but we have never seen a \$5,000 funeral that we wanted.

# Look how Far your Telephone dollars now Go



WHEN one fish company calls all of its customers everywhere every Monday morning, and conducts all of its business by telephone. . . .

When a single packing house, in one month, receives 1500 calls from its territory ordering meats. . . .

When a flour salesman spends \$65 for out of town calls and brings in \$500,000 worth of orders in a month. . . .

Is it not important that every business man should know how little telephone calls now cost?

There have been rate reductions in 1926, in 1927 and on February 1 of this year. The map shows how far your telephone dollars now go, whether you talk between neighboring cities or half-way across the continent. What pending out of town transactions could be hastened by telephone?

**SOUTHWESTERN BELL TELEPHONE COMPANY**

*Look in any  
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and you will give  
serious consider-  
ation to this  
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Analyze your own reactions to quality lithographed stationery and perhaps you will find just how the other fellow feels about your company upon the receipt of your letter.

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